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1994 ALTERNATIVE MAGAZINE EVALUATIONS

PUBLICATION	CIRC (M)	DIST	FREQ	MEDIAN AGE	PG4C8 1X COST	CIRC CPM	EDITORIAL FOCUS	% M/F SPLIT
ALT. ENTERTAINMENT								
BOMB	60	NY/metro areas	QUARTERLY	32 0	$4,000	$66 67	Targeted to the artists, directors, actors and designers about their livelihood.	45/55
BUZZ	70	LA/West Coast	10x/year	41 1	$10,200	$145 71	West coast lifestyle magazine	49/51
DETOUR	80	National; NY/California	10x/year	29 0	$6,500	$81 25	Highly artistic coverage of entertainment/fashion	50/50
FAD	37.5	SF/West Coast/10 metro areas	QUARTERLY	28 8	$3,695	$98 53	Avantgarde book highlighting SF fashion, art, and design	55/45
FILM THREAT	100	National; metro areas	BI-MONTHLY	25 0	$2,375	$23 75	Support independent filmmakers: humor, Hollywood-bashing; similar to Spy	75/25
HONOLULU	54	Honolulu/Hawaii	MONTHLY	48 3	$3,960	$73 33	Lifestyle city magazine	48/52
I propaganda	40	NY	QUARTERLY	23 0	$1,700	$42 50	Political/left-of-center commentary publication	60/40
LAS VEGAS STYLE	50	National	MONTHLY	45 0	$2,290	$45 80	Info on Las Vegas/controlled circ in Las Vegas hotels	N/A
MOVIELINE	143	National	MONTHLY	32 4	$7,865	$55 00	Includes in-depth articles on movies, poking fun at Hollywood in general	54/46
OCEAN DRIVE	40	Miami/South Florida	MONTHLY	30 0	$2,400	$60 00	Similar to Interview in layout/design; review of entertainment happenings/cultural life in Miami	46/54
PAPER	50	NY	BI-MONTHLY	28.5	$5,247	$104.94	NYC "downtown" nightlife book	51/49
RAPPORT	60	West coast	BI-MONTHLY	N/A	$2,500	$41.67	West coast book with information on book/CD reviews, arts and entertainment	46/54
HYPNO (formerly SIN INT'L)	60	National	MONTHLY	28 0	$1,951	$32.52	Underground arts/music magazine	60/40
SOMA	45	San Francisco/west coast	BI-MONTHLY	30.0	$3,500	$77.78	San Francisco arts and lifestyle magazine	46/54
SPY	193	National	10x/year	33.3	$10,783	$55 87	Satirical; investigative approach to learning about topics in world today.	65/35
THE NOSE	52	West Coast/metro areas	BI-MONTHLY	27.0	$2,355	$45 29	Parody humor, satire, high-weirdness; similar to low-brow Spy	60/40
ZONE	22	Arizona; Southwest	QUARTERLY	29 0	$1,815	$82 50	Arizona "Interview"; lengthy profiles on people in arts/culture professions	53/46
ALT. MUSIC								
ALTERNATIVE PRESS	67	National	MONTHLY	22.3	$3,294	$49 16	Analysis of cutting-edge, alternative music	68/32
BONE	45	Tennessee/Tri-cities	MONTHLY	N/A	$1,350	$30 00	Connected with WRLT, alternative radio station; Committed to covering female/minority audiences	55/45
CREEM	220	National	10x/year	27.0	$7,452	$33 87	Alternative music publication; PM owns the back cover in each issue.	66/34
FACE II FACE	21	Seattle/Pacific Northwest	MONTHLY	N/A	$2,150	$102 38	Arts/entertainment guide on the Pacific Northwest	52/48
MUSICIAN	100	National	MONTHLY	32.0	$6,645	$66 45	Targeted to music enthusiasts/players in the entertainment industry	87/13
NEW YORK MUSIC	75	NYC/East Coast	MONTHLY	28.3	$5,828	$77 71	Formerly called Manhattan Music, focus has changed to East Coast music scene.	66/34
PULSE	310	National	10x/yr	27.7	$10,049	$32 42	In-store music magazine (Tower Records); sold in markets where Tower Records is not located.	72/28
RAYGUN	120	National	10x/yr	23.5	$5,000	$41 67	Underground, cutting-edge alternative rock music	70/30
STREET SOUND	40	National	MONTHLY	22.0	$3,135	$78 38	Focus on urban/street music, including rap, hip-hop, latin, r&b and rock	80/20
THE ROCKET	130	Seattle/Pacific Northwest	BI-MONTHLY	25.7	$1,755	$13 50	Alternative paper highlighting music scenes, film, art, etc.	75/25
VIBE	200	National	10x/year	25.5	$11,400	$57.00	Music magazine focusing on hip-hop, r & b, reggae and jazz	63/37

Source: https://www.industrydocuments.ucsf.edu/docs/xlkm0004